

THE INFLUENCE OF THE INDY INTERNATIONAL FESTIVAL ON  
VISITORS' ATTITUDES TOWARD DIVERSE CULTURES

Yung-Tsen Chu

Submitted to the faculty of the University Graduate School  
in partial fulfillment of the requirements  
for the degree  
Master of Science  
in the Department of Tourism, Conventions and Event Management  
Indiana University  
May 2016

Accepted by the Graduate Faculty, Indiana University, in partial  
fulfillment of the requirements for the degree of Master of Science.

Master's Thesis Committee

---

Suosheng Wang, PhD.- Chair

---

Carina King, PhD.

---

Yao-Yi Fu, PhD.

## DEDICATION

This thesis is dedicated to my father Hsun-Chien Chu and mother Shu-Fen Yang. Words  
can't possibly describe the amount of love and support they provide me.

## ACKNOWLEDGEMENT

I am very grateful to many people that have contributed in direct or indirect ways to this thesis. First I would like to express my deepest gratitude to my thesis chair, Dr. Suosheng Wang, and the rest of my thesis committee: Dr. Carina King, and Dr. Yao-Yi Fu, for their continuous encouragement, patience, and assistance in this work. Their guidance helped me in all the time of research and writing of this thesis.

Many thanks to the Taiwanese American Association Indianapolis and the Nationalities Council of Indiana for their openness and kindness. Without their support it would not be possible to conduct this research.

In addition, I would like to thank my academic advisor Dr. Rafael Bahamonde, for offering me the graduate assistant opportunities and leading me through many tasks during my academic years at IUPUI.

Last but not least, I would like to express my sincere gratitude to my classmate, Larry Jenkins for the stimulating discussion and for all the moral support he gave me in the past few years. Finally, thanks to my dearest friends and family members who encourage me and pray for me along this journey.

Yung-Tsen Chu

THE INFLUENCE OF THE INDY INTERNATIONAL FESTIVAL ON VISITORS'  
ATTITUDES TOWARD DIVERSE CULTURES

In this era of globalization, people have more opportunities to meet many ethnic groups in their daily lives whether it is in schools, in the workplace, or even in the private sector or in government. Interacting with people from other countries can enhance our knowledge of cultural diversity and provide us with an international perspective. There are many ways of enhancing cultural understanding such as attending international festivals. While research on festivals is fast growing, study on visitors' attitudes toward diverse cultures is relatively unexplored. This paper used a visitor attitude scale, a modified M-GUDS-S, to investigate visitors' behavioral, cognitive, and/or affective components of diversity attitudes. The research was conducted at the 2014 Indy International Festival and focused on measuring visitation frequency, stay-time at the event, similar event participation, cultural interest, and overseas travel experience contributing to any observed differences on visitors' attitudes. Also, the visitors' intention to travel overseas after attending this festival was investigated. A total of 195 visitors was surveyed on site with 176 providing usable data. The findings suggest that international festivals play an important role in improving visitors' awareness, appreciation, and acceptance of diverse cultures. Specifically, visitation frequency, the time spent at the event, and personal interest in cultures have significant influence on attitudes.

KEY WORDS: International Festivals, Ethnic Groups, Visitor Attitude, Diverse Cultures

Suosheng Wang, PhD.- Chair

## TABLE OF CONTENTS

List of Tables	viii
Definitions	ix
Chapter One: Introduction	1
Statement of the Problem	2
Purpose of the Study	2
Hypotheses	3
Significance of the Study	3
Delimitations	4
Limitations	4
Assumptions	5
Chapter Two: Literature Review	6
The Indy International Festival	6
Universal Diverse Orientation and the Miville-Guzman Universality-Diversity Scale	8
Selected Research in Festival Study	11
Summary	15
Chapter Three: Research Methodology	17
Arrangements for Conducting the Study	17
Selection of Subjects	18
Data Collection Procedure	18
Research Instrument	19
Data Analyses	21

Summary	22
Chapter Four: Data Analysis	23
Descriptive Profile of the Respondents	24
The Visitor Attitude Scale	25
Testing of Hypothesis 1	27
Testing of Hypothesis 2	28
Testing of Hypothesis 3	29
Testing of Hypothesis 4	30
Testing of Hypothesis 5	31
Testing of Hypothesis 6	31
Chapter Five: Discussions, Conclusions, and Recommendations	33
Discussions	33
Conclusions	37
Recommendations	38
Appendix A: Participant Information Sheet	40
Appendix B: 2014 Indy International Festival Survey	42
Appendix C: The Miville-Guzman Universality-Diversity Scale-Short Form	44
References	46
Curriculum Vitae	

## LIST OF TABLES

Table 1. The Visitor Attitude Scale Items	20
Table 2. Respondents' Demographic Profiles	24
Table 3. Correlations among the Visitor Attitude Scale and Subscales	26
Table 4. Means and Standard Deviations of the Items	27
Table 5. Results of T-tests and Descriptive Statistics of UDO Full Scores and Subscale Scores by Visitation Frequency	28
Table 6. Correlations among UDO Full Scores and Subscale Scores with Visitation Frequency	28
Table 7. Correlations among UDO Full Scores and Subscale Scores with Stay- Time	29
Table 8. Results of T-tests and Descriptive Statistics of UDO Full Scores and Subscale Scores by International Event Experience.	30
Table 9. Correlations among UDO Full Scale and Subscales with Cultural Interest	30
Table 10. Results of T-tests and Descriptive Statistics of UDO Full Scores and Subscale Scores by Overseas Travel Experience	31
Table 11. Overseas Travel Intention after Attending the Festival	32



## DEFINITIONS

Multicultural Festivals - “public, multicultural themed celebrations at which multi-ethnic people, including both ethnic minorities and members of dominant population, have an extraordinary as well as mutually beneficial experience” (Lee, Arcodia, & Lee, 2012, p.95). It is an interchangeable term with international festivals in this study.

Ethnic groups - Members of nondominant groups in the United States, that is, groups of non-European origin, primarily African Americans, Asian and Pacific Islander Americans, Latinos/Latinas, and Native Americans (Gans, 1979).

Universal Diverse Orientation (UDO) - “An attitude toward all other persons that is inclusive yet differentiating in that similarities and differences are both recognized and accepted; the shared experience of being human results in a sense of connectedness with people and is associated with a plurality or diversity of interactions with others” (Miville et al., 1999, p.292).

The Miville-Guzman Universality-Diversity Scale, Short Form (M-GUDS-S) - A standardized, self-report scale measuring individuals’ degrees of Universality-Diversity Orientation.

Visitor - A person who attended the 2014 Indy International Festival, excluding vendors or workers at the event.

Resident - A person who resides in the State of Indiana.

## Chapter One

### INTRODUCTION

In this era of globalization, there are more opportunities to meet many ethnic groups in our daily lives whether it is in schools, in the workplace, or even in the private sector or in government. Interacting with people from other countries can enhance our knowledge of cultural diversity and provide us with an international perspective (Allport, 1954). However, conflicts may happen due to the misunderstanding of cultural differences (Berry, 2005). Cross-cultural interaction and communication can increase an awareness of the similarities and differences so that people can better appreciate and respect each other (Berry, 2005).

There are many ways of enhancing cultural understanding, including traveling overseas, visiting museums, attending cultural events, etc. Travel abroad may be the most direct way of interacting with different cultures; however, travel is not available for everyone. Fortunately, there are increasing numbers of multicultural activities in which Indiana residents can participate. For example, Indianapolis is the 12<sup>th</sup> largest city in the United States (United States Census Bureau, 2010) and has several cultural festivals throughout the year such as Brazil Carnival, Italian Street Festival, Indiana Latino Expo, Indiana Black Expo, Greek Fest, Irish Fest, German Fest, etc. Among those festivals, the oldest and largest ethnic celebration in central Indiana is the annual Indy International Festival. This research is a quantitative study examining the influence of the Indy International Festival on festival visitors' attitudes toward diverse cultures.

### Statement of the Problem

The problem of the study was to examine the influence of the Indy International Festival on visitors' attitudes toward diverse cultures. Attempts were made to determine the extent to which visitors' visitation frequency, stay-time at the event, similar event participation, cultural interest, and overseas travel experience contributed to any observed differences, as would be indicated by the visitor attitude scale. Also, the visitors' intention to travel overseas after attending this festival was investigated.

### Purpose of the Study

The Indy International Festival is the oldest and largest multicultural event in Indiana and has been held for four decades. The event aims to promote cultural and ethnic activities; to increase communication and cultural exchange among people of all nationalities, races, and cultures; and to support the cultural and ethnic activities of their member groups and other organizations. However, over all these years, there has been no research on this particular festival. There are limited data or resources to tell us where those visitors are from, what the percentage of repeat visitors is, what visitors like or dislike about the festival, what needs to be improved, and what benefits the visitors gained from attending the event. The purpose of the study was to provide this information. Specifically, the study sought to answer the following research questions:

1. Does attending the international festival in relation to visitation frequencies, visitors' personal interests, and past traveling experiences influence visitors' attitudes toward diverse cultures?

2. Does attending the international festival motivate visitors to travel overseas?

How well do the three measures of control (attitude scores, visitation

frequency, stay-time at the event) predict visitors' intention to travel abroad after attending this festival?

### Hypotheses

The study was designed to test the following null hypotheses:

H<sub>1</sub>: There is no significant difference between first-time and repeat visitors with their attitude (UDO) scores.

H<sub>2</sub>: There is no correlation between stay-time at the event and visitors' attitude (UDO) scores.

H<sub>3</sub>: There is no significant difference between visitors in relation to their past experiences in participating in international events and their attitude (UDO) scores.

H<sub>4</sub>: There is no correlation between visitors' cultural interests and their attitude (UDO) scores.

H<sub>5</sub>: There is no significant difference between visitors in relation to their overseas travel experiences and their attitude (UDO) scores.

H<sub>6</sub>: Visitors' intention to travel overseas after attending the festival are not affected by their attitude (UDO) scores, visitation frequency, and stay-time at the event.

### Significance of the Study

Very limited research has been conducted examining the visitors' attitudes toward diverse cultures in the festival setting. With the growing interest and enthusiasm for cultural festival events and the lack of information regarding visitors' attitudes and acceptance of cultural diversity, an in-depth analysis was thought to be necessary.

The study made two contributions. Theoretically, this study put forth measurement strategies that are more reflective as to what visitor's attitudes toward diverse cultures are when visiting multicultural festivals. Practically, the findings of this study will benefit central Indiana and other communities considering that international or so-called multicultural festivals play an important role in the tourism industry today. Festivals not only benefit the community economically, but also psychologically. The greater demand for well-organized multicultural festivals justifies the need for more effective, accurate, quantifiable data. Thus, event organizers that consult the data derived from the results of this study will be able to organize events more efficiently and effectively.

#### Delimitations

The study was delimited to the following:

1. Only Indiana residents who were 18 years or older were eligible for the study.
2. Volunteer workers or staff members of the festival were not surveyed.
3. The survey was conducted with a paper and pen questionnaire.
4. Data were collected at the Indiana State Fairgrounds from November 21<sup>st</sup> to 23<sup>rd</sup>, 2014 during the general public hours of the festival.

#### Limitations

The study was limited by the following factors:

1. Respondents were approached on site via convenience sampling. The investigator was unable to know how long they had already spent at the event. As such, their attitudes toward the event itself may differ depending on the duration they spend at the event.

2. Respondents were likely to be distracted by the environment while responding.
3. Respondents' willingness to complete the survey may have affected the results of the study.
4. The length of time of completing the survey may have varied from person to person because of the respondents' understanding of the survey questions.
5. Respondents' honesty to answer the survey questions may have affected the outcome of the study.
6. Respondents' responses were limited to the text in the survey.

#### Assumptions

The study was based upon the following assumptions:

1. The motivational levels of respondents participating in this study were uniformly high.
2. The environmental influences were unique to each respondent.
3. Having been given written and/or verbal directions from the investigator, the respondents would complete the survey as requested.
4. Respondents were able to completely understand and interpret the survey.
5. Respondents were honest and accurate when responding.
6. The length of the survey did not affect the respondents' answers.

## Chapter Two

### LITERATURE REVIEW

The literature related to the study is reported in this chapter. For organizational purposes, the literature is presented in four sections. The first section is the background study on the Indy International Festival. This section provides a context on how the event was organized in the beginning, its purpose and the vision, as well as data collection from the past events. The second section is a review of literature related to the construct of Universal Diverse Orientation. In this section, the structure and the use of the Miville-Guzman Universality-Diversity Scale in other studies will be discussed as well as why this instrument was chosen for this research. The third section presents a review of selected literature in festival study. This section also shows the need for more academic literature related to festival study in measuring attitudes changed after attending the event. The fourth section presents a summary of this chapter. Via the construct of Universal Diverse Orientation, this study aimed to evaluate the influence of the Indy International Festival on the effectiveness and improvement of diverse cultural contact, appreciation, and comfort with differences.

#### The Indy International Festival

Since 1976, the Indy International Festival has taken place in Indianapolis, Indiana. It is the oldest and largest ethnic celebration in central Indiana. For the past few decades, the Nationalities Council of Indiana, a non-profit organization composed of several ethnic groups has a mission to promote cultural and ethnic activities, to increase communication, cultural exchange among people of all nationalities, races, and cultures, and to support the cultural and ethnic activities of their member groups and other

organizations. The Indy International Festival is the signature event of the Nationalities Council of Indiana. It fully demonstrates the value of the Nationalities Council of Indiana, displays Indiana's ethnic diversity, celebrates unique ethnic traditions, and encourages cultural exchange.

The Indy International Festival can be classified as a one-time recurring event with a particular theme each year (e.g., the theme for 2014 was traditional costumes, 2015 was music) that visitors can participate in, learn from, and enjoy. Every year the Indy International Festival includes a variety of events, such as a parade of nations, street painting, continuous ethnic music and dance by local and national performing groups, and Culture Booths where Indiana residents can learn and connect with other national heritages. At the same time, the festival provides authentic foods and handicrafts that Indiana residents can sample from around the world.

The Indy International Festival has been through many changes. It started as a street festival organized by the partnership of International Center and Nationalities Council of Indiana (hereafter NCI). Since most members of NCI are volunteers and only a few national groups are large enough to be self-supported, NCI had been working with the Promotion Company on the Indy International Festival. However, 2014 was the last year of their contract. It was a new beginning for NCI to run this event without the support of the Promotion Company in 2015.

The Indy International Festival is a four-day event on one weekend in November. Although it is an open-for-public event, it also sets aside specific times only for schools. Schools within a radius of 100 miles can apply for special school hours at the event. At least 200 schools have had field trips to the Indy International Festival. There were



approximately 6,000 to 10,000 students and 10,000 adults, totaling 20,000-25,000 visitors each year. 15-20% were repeat visitors and 80% were first-time attendees. Due to a lack of recorded data, the researcher can only access information from the former president of NCI. Therefore, this research provides a useful resource for future reference.

#### Universal Diverse Orientation and the Miville-Guzman Universality-Diversity Scale

We as human beings in many ways are alike yet different from each other.

Knowing the similarity and differences between us can make our interactions with each other more effective. This common understanding of each other would break down barriers between people from a variety of cultural backgrounds (Vontress, 1979).

Universal-Diversity Orientation (hereafter UDO) is a construct which was developed and defined by Miville, Gelso, Pannu, Liu, Touradji, Holloway, and Fuertes (1999) as “an attitude toward all other persons that is inclusive yet differentiating in that similarities and differences are both recognized and accepted; the shared experience of being human results in a sense of connectedness with people and is associated with a plurality or diversity of interactions with others” (p. 292). Simply stated, UDO describes an attitude of awareness, acceptance, connectedness and appreciation of both similarities (i.e., commonality of being human) and differences (i.e., diverse cultural factors such as race, gender, religion, and age) among people (Fuertes, Miville, Mohr, Sedlacek, & Gretchen, 2000). UDO reflects cognitive, behavior, and affective components of social attitudes, which yielded three factors of UDO value. The three factors were Diversity of Contact, seeking the opportunities to interact with diverse social groups; Relativistic Appreciation, revealing the recognition of similarities and differences between diverse populations; and Comfort with Others, expressing a sense of connection with members of diverse cultures.

Meanwhile, Miville et al. (1999) created the Miville-Guzman Universality-Diversity Scale (M-GUDS) to measure the level of UDO as well as those three individual components of UDO. The M-GUDS is a 45-item questionnaire with items that are rated on a 6-point continuum (1 = strongly disagree, 6 = strongly agree). The scale yields a total score as well as scores from three 15-item subscales. Reliability (i.e., internal consistency and stability) and validity (i.e., construct) of the M-GUDS have been assessed and evaluated through much research. A higher score indicates a higher level of UDO.

In a series of studies (Miville, et al., 1999), the M-GUDS was proved to have high levels of reliability internally (all correlations were approximately .90 and subscales were interrelated above .75) and significantly correlated with a number of other scales. The M-GUDS was found to be significantly and positively correlated with the Contact, Pseudo-Independence and Autonomy subscales of the White Racial Identity Attitude Scale (WRIAS) and negatively correlated with the Disintegration and Reintegration of the WRIAS and the Dogmatism Scale and the Homophobia Scale as well. The Perspective Taking and Empathic Concern subscales of the Empathy Scale were found to be significantly and positively correlated with the M-GUDS. Also, the M-GUDS were positively correlated with healthy narcissism as Healthy Grandiose Self and Healthy Idealized Parental Image subscales of the Inventory of Self Psychology as well as the attitudes toward feminism and androgyny. The results indicated that UDO, as measured by the M-GUDS, is consistent internally and over time, and is significantly related to social attitudes on racial identity, gender (feminism), sexual orientation (homophobia), and some aspects of personality functioning as healthy narcissism.

Fuertes et al. (2000) concluded that “UDO is best conceptualized as a unidimensional construct with behavioral, cognitive and affective components, rather than a multidimensional construct with three distinct but interrelated domains” (p. 158). Later a 15-item M-GUDS, Short Form (M-GUDS-S) was developed (Fuertes, et al., 2000). The Short Form is conceptually similar to the original M-GUDS. The scores on the Short Form were adequately reliable and valid and that presents some advantages over the original scale. First, the M-GUDS-S is shorter and can be quickly administered. The positive correlation between long and short forms indicated that the short form measures UDO as significantly as the long form. Second, the factor structure and scale relationship was more clarified. Third, the M-GUDS-S allowed UDO analysis using subscale scores. The evidence suggested that subscale scores measured distinct aspects of UDO yet differently predicted diversity-related attitudes and behaviors.

Due to the development of the tourism industry and the increasing discussion on cultural interaction, the researcher hopes that Indiana residents can better understand and appreciate different cultures through participation in international festivals. Although M-GUDS is mostly used in the field of psychology and counseling, it can be tested in event study to evaluate visitors’ attitudes toward diverse cultures in festival settings. For the purpose of this study, the researcher adapted the 15-item Miville-Guzman Universality-Diversity Scale, Short Form (M-GUDS-S; Fuertes, et al., 2000) and modified the items to adapt them more appropriately for this particular event. Using the three-factor diversity attitudes measure structure: (a) Diversity of Contact - visitors' interest in participating in diverse cultural activities; (b) Relativistic Appreciation - the impact of diverse cultural activities on self-understanding and personal growth; (c) Comfort with Differences -

visitors' degree of comfort with individuals from diverse cultures, to test their level of Universal-Diverse Orientation (UDO), which refers to visitors' attitudes in recognizing and accepting differences and similarities in others.

Three items were developed for each subscale (nine items total). The reliabilities of the nine-item UDO measure as well as the three subscales were high. This study explored relationships between event visitation frequency, stay-time at the event, personal cultural interest, overseas travel experiences, travel intention, and UDO overall and by the three subscales separately. This will allow the research to determine whether the relationships found are due to behavioral, cognitive, and/or affective components of diversity attitudes.

#### Selected Research in Festival Study

The United States is a nation of immigrants which means people often come into contact with people of different races in daily life. Such interactions have both positive and negative impacts. Generally speaking, people living in metropolitan areas such as New York and Chicago may have high levels of diversity awareness and acceptance because of the cultural diversity of cities (Zukin, 1998). According to the contact theory developed by Allport (1954), under certain conditions interpersonal contact is a way to reduce prejudice as well as increase understanding and appreciation between different groups.

People could enhance their cultural understanding in many different ways including traveling overseas, visiting museums, attending cultural events, etc. (Chang, 2006; Falk & Foutz, 2007). In this research, international and multicultural are interchangeable terms. The definition of a multicultural festival can be varied from

different researchers' points of view. Based on a combination of Duffy (2005) and McClinchey's (2008) definitions, multicultural festivals are "public, multicultural themed celebrations at which multi-ethnic people—including both ethnic minorities and members of dominant population—have an extraordinary as well as mutually beneficial experience" (Lee, Arcodia, & Lee, 2012, p.95). Multicultural festivals create a themed environment for people to feel cultural authenticity, to engage with others, to learn new things, to observe the similarities and differences among ethnic groups in a leisurely way. A previous study has indicated several characteristics of multicultural festivals including social interaction, cultural celebration, cultural identity and expression (Lee, et al., 2012). Studies indicated that multicultural festivals provide a place for ethnic minority groups to recall their memories and experiences of where they are originally from, and to express and share their culture with the public through festival activities. Festivals not only foster cultural acceptance within the community, but also generate interaction between minorities and the dominant population, which can reduce prejudice and conflicts in society as well as promote social harmony (Lee, et al., 2012).

With the growth of event tourism as an academic field, research focusing on festivals has been increasing. People today demand higher event quality and content. Event organizers need to consider not only cultural value of festivals but also visitors' needs. Visitors have personal motivations to visit festivals (Uysal, Gahan, & Martin, 1993; Nicholson & Pearce, 2001; Lee, Lee, & Wicks, 2004; Li & Petrick, 2006; Wamwara-Mbugua & Cornwell, 2009; Lee, Arcodia, & Lee, 2012; Kim, Savinovic, & Brown, 2013). Many festival studies emphasized the importance of visitors' motivation. Visitors' motivation can vary from person to person, from event to event, and even from

ethnicity to ethnicity. Many researchers have brought up their own theoretical frameworks of motivation study and identified several motivations. Some common motivations could be identified among festival studies as family togetherness, socialization, escape, novelty, uniqueness, excitement, entertainment, education, attraction, cultural exploration, curiosity, entertainment, etc. (Uysal, Gahan, & Martin, 1993; Nicholson & Pearce, 2001; Lee, Lee, & Wicks, 2004; Li & Petrick, 2006; Wamwara-Mbugua & Cornwell, 2009; Lee, Arcodia, & Lee, 2012; Kim, Savinovic, & Brown, 2013). Motives could be different for different types of events (Crompton & McKay, 1997). For example, people attending food festivals are more likely to be motivated by novelty. Furthermore, everyone has their own perspective and expectation of the events they are going to visit. Personal characteristics such as age, gender, income level, and education would cause motivational differences (Tkaczynski & Toh, 2014; Wooten & Norman, 2007). Women and people with higher educational background tend to be knowledge-seeking while visiting cultural festivals.

Multicultural festivals are different from other single-focus festivals such as Greek festival or Irish festival; visitors may have multiple motivations when visiting a multicultural festival. Among various motivations, cultural exploration was identified as the most important motivation to a multicultural festival (Chang, 2006; Lee, et al., 2012). However, for those visitors whose culture is presented in a multicultural festival and those whose culture is not presented, their motivations are slightly different. Those whose cultures were not presented were more likely to seek connections of previous life experience, family or friends of a different cultural origin, and their personal interest in a

multicultural festival. On the other hand, those whose cultures were presented were more likely to celebrate their own cultural traditions (Huang & Lee, 2015).

Because event organizers hope that festivals will not be a one-time event but a sustainable one, understanding visitors' motivations is necessary. In order to maintain a recurring festival, keeping those repeat visitors is the key. Repeat visitors not only spend more money in the festival, but also stay longer, are more likely to return, and possibly recommend the festivals to others (Shani, Rivera, & Hara, 2009). As a result, understanding visitors' motivations is crucial for event organizers to build effective marketing strategies and meet the needs of festival visitors.

In addition to encouraging visitor to return, event organizers should consider the amount of time spent at the festival. One applicable study by Falk (1982) focused on the time spent at museum as a measure of visitor behavior. The research divided visitors into two categories as "window shoppers" and "serious shoppers". The "window shoppers" go to a museum to pass time in a leisurely way. They try to see as many exhibitions as they can in the shortest amount of time. Therefore, good displays, clear access and space, and signage are important to them. On the other hand, the "serious shoppers" come with a purpose; they know what they want to see and they will spend time on a particular exhibition. Nevertheless, a "window shopper" can turn into "serious shopper". If they discover something interesting, they will spend more time than they originally planned and maybe come back again. In conclusion, the time a visitor spends is an important factor that contributed to the behavior (Falk, 1982). Therefore, it could be assumed that visitors' behavior and even their attitudes can be possibly changed after spending more

time at the festival. Visitors may be attracted to the festival by different motivations, but the content that the festival provided can actually influence their behavior.

Although many studies discuss the benefits that festivals bring to the community, research specifically on the values and benefits gained from festivals on the personal level is still limited. Visitor benefits in the festival context are defined as “the ultimate value that people place on what they believe they have gained from observation or participation in activities provided by a festival” (Lee, et al., 2012, p. 335). Having a comprehensive understanding of visitor benefits allows event organizers to evaluate the effectiveness of festivals. The effectiveness of festivals could be an indicator of what the event offers, how the event program and activities are executed, and what the event experience means to visitors. In terms of the benefits gained from attending festivals, a group of researchers using several benefit scales to test the outcome identified four key factors: social, cognitive, transformational, and affective benefits (Lee, et al., 2012). The test results showed transformational benefit was the greatest benefit that visitors gained from attending a multicultural festival. In museum studies, transformational was defined as discarding old ways of thinking, exploring new ideas and concepts (Soren, 2009), developing new attitudes, appreciation, and beliefs (Lord, 2007). Therefore, festivals have the potential to change visitors’ attitudes and give them a positive perspective on different cultures.

### Summary

The majority of the publications reviewed on festival study focus on marketers’ perspectives. At the individual level, much of the resources emphasized visitor motivations, along with the festival visitors’ satisfaction and behavioral intentions. Yet



few studies have discussed on the value and benefits gained from attending international festivals. Moreover, attitude and behavioral changes after the event have rarely been discussed.

In this study, the researcher intends to find out if the visitors' attitude toward diverse cultures would be influenced after attending the Indy International Festival. Due to a lack of relevant research, the researcher adopted the construct of Universal-Diversity Orientation from the psychological field and modified the items of M-GUDS-S to examine visitors' attitudes toward diverse culture.

## Chapter Three

### RESEARCH METHODOLOGY

The problem of the study was to examine the influence of the Indy International Festival on attitudes of visitors toward diverse culture. Attempts were made to determine the extent to which visitors' visitation frequency, stay-time at the event, similar event participation, cultural interest, and overseas travel experience contribute to any observed differences, as would be predicted by the Miville-Guzman Universality-Diversity Scale-Short Form. Also, the visitors' intention to travel overseas after attending this festival was investigated.

The conduct of the study included the following organizational steps: (a) arrangements for conducting the study; (b) selection of subjects; (c) data collection procedure; (d) research instrument; (e) analysis method; and (f) summary.

#### Arrangements for Conducting the Study

The study was conducted during the annual Indy International Festival at the Indiana State Fairgrounds, Indianapolis, Indiana. The selection of this particular event to participate in the study was based on the following facts: (a) the Indy International Festival is the oldest and largest ethnic celebration in central Indiana; (b) a sufficient number of visitors attended the event; and (c) it is an indoor pay-to-play event.

The researcher was invited to attend one of the festival preparation meetings held by the Nationalities Council of Indiana. The purposes, objectives, and details of the study were presented to the president and members of the Nationalities Council of Indiana and permission to survey event visitors on site was granted before the research

began. The Festival was a four-day event. Data was collected during the general public hours. The participants of this study had to be 18 years or older.

### Selection of Subjects

The samples of the study were Indiana residents, older than 18 years, who participated in the 38th Annual Indy International Festival at one location – Indiana State Fairgrounds from November 21<sup>st</sup> to 23<sup>rd</sup>, 2014. Respondents were approached via convenience sampling on site at various times during the festival's general public hours. Due to the objective of examining attitudes of visitors towards diverse culture in this study, the researcher tried to approach respondents of different races to survey. Participation was voluntary and no incentives were offered as part of their participation. For the purpose of this study, residents who were at the event as workers or vendors were not included in the sample. Overall, the researcher collected 195 surveys of which 176 surveys had usable data.

### Data Collection Procedure

All research that involves human subjects must be submitted to the Institutional Review Board for review and approval before the administration of the survey. The researcher submitted an application for exempt research to Indiana University's Institutional Review Board (IRB) on November 11th, 2014 and approval was given on November 14th, 2014. Also in compliance with the Indiana University IRB, the researcher successfully completed the Indiana University Human Subjects test prior to data collection. All of the collection process and data handling was completed in compliance with all IRB, federal and state regulations.

Event visitors at least 18 years of age were approached via convenience sampling, and asked if they would like to take five minutes to complete a pen and paper survey. Prior to administering the survey, participants were given a study information sheet that explained the purpose of the study, study procedure, confidentiality, compensation and research contact information (Appendix A). The researcher barely interacted with the respondents as they filled out their survey unless they had any questions about the research.

Respondents were informed that the study was completely voluntary and anonymous, and no compensation would be provided for taking part in the study. If respondents agreed to participate and changed their mind while completing the survey, their survey was returned to them or destroyed. If respondents had any questions about the research, researcher's contact information was made available for them. This procedure was followed consistently for every respondent to ensure that his/her human rights were protected.

### Research Instrument

The research instrument was designed to test the visitors' attitude toward diverse culture based on the construct of Universal Diverse Orientation (UDO) and the development of the Miville-Guzman Universality-Diversity Scale, Short Form (M-GUDS-S) by Fuertes et al. (2000). The questionnaire can be seen in Appendix B, and consisted of three parts: (a) 9-item questionnaire adapted from M-GUDS-S; (b) 11-item questionnaire of past experience at the event and other culture-related experience; and (c) 8-item questionnaire of demographic characteristic.

There were several differences between the scale items in this research and original M-GUDS-S. The original 15-item M-GUDS-S can be seen in Appendix C. The scale in this research was modified from the original and cut down from fifteen to nine items because a few items from the original did not pertain to the population and geographical site of the study. For example, “I would like to go to dances that feature music from other countries (Diversity of Contact)”, “Persons with disabilities can teach me things I could not learn elsewhere (Relativistic Appreciation)”, “It is very important that a friend agrees with me on most issues (Comfort with Differences)” don’t fit quite right in this study; therefore, the researcher eliminated these few items from the original. It was the first time the M-GUDS-S was used in the event study. In order to suit the research objectives, the researcher rephrased the items and reduced the original M-GUDS-S from five to three items per subscale. Items are rated on a 6-point Likert type scale, ranging from 1 for “strongly disagree” to 6 for “strongly agree”. Higher scores on the visitor attitude scale reflect higher levels of UDO. In addition to be a reliable scale, the reliability of the visitor attitude scale has been tested and found to be .90. Table 1 displayed the items of the visitor attitude scale as they pertain to three subscales of UDO.

Table 1  
*The Visitor Attitude Scale Items*

Question	Aspect	Item
1	Diversity of Contact	Helps me know more people from different countries.
2	Diversity of Contact	Makes me more interested in trying different foods from other countries.
3	Diversity of contact	Makes me more interested in learning about different cultures.
4	Relativistic Appreciation	Teaches me more things that I could not learn elsewhere.
5	Relativistic Appreciation	Helps me best understand someone by knowing how he/she is similar to and different from me.
6	Relativistic	Increases my self-understanding by knowing other

	Appreciation	people's cultural background.
7	Comfort with Differences	Makes me feel a sense of kinship with persons from different ethnic group.
8	Comfort with Differences	Makes me become comfortable getting to know people from different countries.
9	Comfort with Differences	Makes me become more empathetic after knowing more people of different races.

The study analyzed several factors influencing the attitude (UDO) scores including visitation frequencies, length of stay during visit, interests in culture, and past international traveling experience. In order to obtain the demographic data of festival visitors, the following questions were asked: (1) gender; (2) age; (3) marital status; (4) race; (5) education; (6) annual household income before taxes; (7) employment status; (8) residence zip code.

#### Data Analyses

Data from the research was analyzed using the Statistical Package for Social Sciences (SPSS). Descriptive statistics were produced and reviewed to begin the data screening process. All items on each subscale were tested reliable using Cronbach's alpha and means of each item were assessed before continuing with data analysis. The independent-samples t-tests were conducted to examine the differences between two distinct groups of visitors in relation to their visitation frequency, similar event experience, past international travel experiences, and their attitude (UDO) full scores with three subscales. The result will tell us whether there is a statistically significant difference in the mean scores for different groups of visitors. The null hypotheses were tested using a two-tailed test at the .05 level of significance. Correlation analysis was used to measure the relationship between visitors' stay-time at the event as well as cultural interest and their attitude (UDO) scores in terms of both the strength of

relationship and the direction. Standard multiple regression analysis was performed to investigate whether the independent variables of the study (average UDO scores, visitation frequencies, and stay-time at the event) could significantly predict visitors' intention to travel overseas after attending the event.

### Summary

This chapter explained the procedure and the considerations taken when developing the research. The study took place at Indiana State Fairgrounds. In order to protect the respondents' rights, regulations were followed throughout the measuring process and data collection as discussed previously. Prior studies and theory created the foundation for the study design. Finally, several methods of statistical analysis were conducted on the data. The result provides valuable information that can be used for future study.

## Chapter Four

## DATA ANALYSIS

The problem of the study was to examine the influence of the Indy International Festival on attitudes of visitors toward diverse cultures. Attempts were made to determine the extent to which visitors' visitation frequency, stay-time at the event, similar event participation, cultural interest, and overseas travel experience contribute to any observed differences, as would be predicted by the modified Miville-Guzman Universality-Diversity Scale-Short Form. The following null hypotheses were tested.

- H1: There is no significant difference between first-time and repeat visitors with their attitude (UDO) scores.
- H2: There is no correlation between stay-time at the event and visitors' attitude (UDO) scores.
- H3: There is no significant difference between visitors in relation to their past experiences in participating international events and their attitude (UDO) scores.
- H4: There is no correlation between visitors' cultural interest and their attitude (UDO) scores.
- H5: There is no significant difference between visitors' in relation to their overseas travel experience and their attitude (UDO) scores.
- H6: Visitors' intention to travel overseas after attending the festival are not affected by their attitude (UDO) scores, visitation frequency, and stay-time at the event.



The analysis of the data is presented in this chapter according to the following topics: (a) Descriptive Profile of the Sample; (b) the visitor attitude scale; (c) Testing of Hypothesis 1; (d) Testing of Hypothesis 2; (e) Testing of Hypothesis 3; (f) Testing of Hypothesis 4; (g) Testing Hypothesis 5; and (h) Testing of Hypothesis 6.

### Descriptive Profile of the Respondents

Overview of item frequencies and descriptive statistics permitted assurance of accuracy across all questionnaire items. Upon further review, input errors were identified and corrected. In total, 195 questionnaires were collected from visitors to the IND International Festival, with 176 (90%) questionnaires usable. The demographic characteristics of the participants are presented in Table 2. This table demonstrated that the gender distribution of festival visitors was quite even, with 82 male (47.1%) and 92 female (52.9%). The age groups that recorded the highest attendance at the festival were the 18-to-28 age group (27.6%) and the 29-to-38 age group (28.8%). Marital status single (44.8%) and married (46.5%) were quite even. For the education level of respondents, over half of the respondents (55.9%) had a college education and 56 (32.9%) were post-graduate. In terms of race, the majority of respondents were Caucasian (65.3%), with 17.3% Asians and Pacific Islanders. The annual household income of respondents was between the range of \$25,001 to \$50,000 (31.4%) and \$50,001 to \$100,000 (33.3%). Most of the respondents were employed (77.2%).

Table 2  
*Respondents' Demographic Profiles*

Variable		N	%
Gender	Male	82	47.1
	Female	92	52.9
	Total	174	100
Age	18-28	47	27.6
	29-38	49	28.8

	39-48	34	20.0
	49-58	21	12.4
	59+	19	11.2
	Total	170	100
Marital Status	Single	77	44.8
	Married	80	46.5
	Divorced/Partnered	12	7.0
	Widowed	3	1.7
	Total	172	100
Education	High School	19	11.2
	College	95	55.9
	Post-Graduate	56	32.9
	Total	170	100
Race	Caucasian	113	65.3
	African American	11	6.4
	Hispanic	7	4.0
	Asian/Pacific Islander	30	17.3
	Others	12	6.9
	Total	173	100
Annual Household Income	\$25,000 or less	31	19.5
	\$25,001 - \$50,000	50	31.4
	\$50,001 - \$100,000	53	33.3
	\$100,000+	25	15.7
	Total	159	100
Employment Status	Employed	132	77.2
	Unemployed	12	7.0
	Retired	13	7.6
	Others	14	8.2
	Total	171	100

\* N = Frequency

### The Visitor Attitude Scale

The Visitor Attitude Scale in this research was adopted from the original 15-item M-GUDS-S by Fuertes et al. (2000) and reduced from five to three items per subscale. The reliability of all items as well as three subscales was tested using Cronbach's alpha. Cronbach's alpha for the 9-item UDO measure was .90, whereas coefficient alphas for the subscales were .70, .84, and .84, for diversity of contact, relativistic appreciation, and

comfort with difference, respectively. Subscales were found to be significantly inter-correlated with each other as well as with the full scale (Table 3).

Table 3  
*Correlations among the Visitor Attitude Scale and Subscales*

	Diversity of Contact	Relativistic Appreciation	Comfort With Differences	Full Scale
Visitor Attitude Scale				
Diversity of Contact	—			
Relativistic Appreciation	.578**	—		
Comfort With Differences	.685**	.696**	—	
Full Scale	.839**	.874**	.915**	—

\*\* $p \leq .01$ , two-tailed

Table 4 provided the mean scores of the scale items in descending order. The visitor attitude scale were measured on a 6-point Likert type scale with 1 synonymous with “strongly disagree,” 2 synonymous with “disagree,” 3 synonymous with “disagree a little bit,” 4 synonymous with “agree a little bit,” 5 synonymous with “agree,” and 6 synonymous with “strongly agree.”

The mean scores of items were between 4.9 to 5.39. The average score of all items was 5.1. The two items with the highest means measuring visitor attitudes were “Item 2: Makes me more interested in trying different foods from other countries” ( $M = 5.39$ ) and “Item 3: makes me more interested in learning about different cultures” ( $M = 5.37$ ), which were both located in the subscale of diversity of contact. On the contrary, the two items with lowest mean were “Item 4: teaches me more things that I could not learn elsewhere” (4.90) and “Item 6: increases my self-understanding by knowing other people’s cultural background” (4.96), both located in the subscale of relativistic appreciation. The average scores of three subscales were 5.29 (Diversity of Contact), 4.96 (Relativistic Appreciation), and 5.03 (Comfort with Difference).

Table 4  
*Means and Standard Deviations of the Items (N=176)*

Items	Mean	SD
Makes me more interested in trying different foods from other countries. (Diversity of Contact)	5.39	.771
Makes me more interested in learning about different cultures. (Diversity of Contact)	5.37	.767
Helps me know more people from different countries. (Diversity of Contact)	5.11	.810
Makes me feel a sense of kinship with persons from different ethnic group. (Comfort with Differences)	5.09	.861
Makes me become more empathetic after knowing more people of different races. (Comfort with Differences)	5.03	.935
Helps me best understand someone by knowing how he/she is similar to and different from me. (Relativistic Appreciation)	5.03	.845
Makes me become comfortable getting to know people from different countries. (Comfort with Differences)	4.99	.956
Increases my self-understanding by knowing other people's cultural background. (Relativistic Appreciation)	4.96	.858
Teaches me more things that I could not learn elsewhere. (Relativistic Appreciation)	4.90	.895

### Testing of Hypothesis 1

From the usable data (N=176), 91 respondents were first-time visitors (51.7%) with 85 repeat visitors (48.3%). An independent-samples t-test was conducted to examine whether there was a significant difference between first-time and repeat visitors in relation to their overall UDO scores and each subscale. Table 5 revealed a significant difference in average UDO scores between first-time visitors ( $M = 4.96$ ,  $SD = .67$ ) and repeat visitors ( $M = 5.24$ ,  $SD = .56$ ;  $t = -2.988$ ,  $df = 174$ ,  $p = .003$ , two-tailed). The magnitude of the differences in the means (mean difference =  $-.28$ , 95% CI:  $-.47$  to  $-.10$ ) was small (eta squared =  $.049$ ). There were also significant differences in the three subscales: Diversity of Contact ( $p = .018$ ), Relativistic Appreciation ( $p = .003$ ), and Comfort with Difference ( $p = .018$ ).

Table 5  
*Results of T-tests and Descriptive Statistics of UDO Full Scores and Subscale Scores by Visitation Frequency*

Outcome	Group						t	df	Sig. (2-tailed)
	First-time Visitors			Repeat Visitors					
	M	SD	n	M	SD	n			
DOC	5.18	.61	91	5.40	.61	85	-2.391	174	.018*
RA	4.80	.81	91	5.14	.65	85	-3.044	174	.003**
CWD	4.90	.87	91	5.18	.69	85	-2.380	174	.018*
UDO	4.96	.67	91	5.24	.56	85	-2.988	174	.003**

DOC = Diversity of Contact; RA = Relativistic Appreciation; CWD = Comfort with Difference; UDO = Universal-diverse Orientation; \*  $p < .05$ ; \*\*  $p < .01$ .

In addition, the relationship between the numerical data of visitation frequencies and UDO scores were conducted by Pearson correlation analyses. A modest, positive correlation was found between visitation frequency and UDO scores ( $r = .21$ ,  $p = .008$ ). Moreover, visitation frequencies were positively correlated with each subscale: Diversity of Contact ( $r = .16$ ,  $p = .049$ ), Relativistic Appreciation ( $r = .23$ ,  $p = .003$ ), and Comfort with Difference ( $r = .16$ ,  $p = .037$ ) (Table 6).

Table 6  
*Correlations among UDO Full Scores and Subscale Scores with Visitation Frequency*

Scale	Visitation Frequency
Visitation Frequency	—
DOC	.155*
RA	.228**
CWD	.163*
UDO	.209**

DOC = Diversity of Contact; RA = Relativistic Appreciation; CWD = Comfort with Difference; UDO = Universal-diverse Orientation; \*  $p < .05$ ; \*\*  $p < .01$  (two-tailed).

### Testing of Hypothesis 2

The relationship between visitors' UDO scores and their stay-time at the event was investigated using the Pearson product-moment correlation coefficient. There was a positive significant correlation between the two variables,  $r = .22$ ,  $n = 172$ ,  $p = .003$ , with

high levels of UDO scores associated with long stay-time at the event (Table 7).

Moreover, stay-time was also positively correlated with each subscale: Diversity of Contact ( $r = .18$ ,  $p = .021$ ), Relativistic Appreciation ( $r = .22$ ,  $p = .004$ ), and Comfort with Difference ( $r = .20$ ,  $p = .01$ ).

Table 7

*Correlations among UDO Full Scores and Subscale Scores with Stay-Time*

Scale	Stay-Time
Stay-time	—
DOC	.176*
RA	.218**
CWD	.195*
UDO	.224**

DOC = Diversity of Contact; RA = Relativistic Appreciation; CWD = Comfort with Difference; UDO = Universal-diverse Orientation; \*  $p < .05$ ; \*\*  $p < .01$  (two-tailed).

### Testing of Hypothesis 3

An independent samples t-test was conducted to examine whether there was a significant difference between respondents who didn't attend any international events (group 1,  $N=66$ , 40%) and those who had attended at least one international event in the last three years (group 2,  $N=97$ , 60%). There was a significant difference in UDO scores for group 1 ( $M = 4.93$ ,  $SD = .69$ ) and group 2 ( $M = 5.20$ ,  $SD = .57$ ;  $t = -2.696$ ,  $df = 161$ ,  $p = .008$ , two-tailed). The magnitude of the differences in the means (mean difference =  $-.27$ , 95% CI:  $-.46$  to  $-.07$ ) was small (eta squared =  $.043$ ). There were also significant differences in two subscales: Diversity of Contact ( $p = .004$ ) and Comfort with Difference ( $p = .028$ ), excluding Relativistic Appreciation ( $p = .055$ ) (Table 8).

Table 8

*Results of T-tests and Descriptive Statistics of UDO Full Scores and Subscale Scores by International Event Experience*

Outcome	Group						t	df	Sig. (2-tailed)
	Group 1			Group 2					
	M	SD	n	M	SD	n			
DOC	5.11	.71	66	5.40	.52	97	-2.905	112	.004**
RA	4.80	.78	66	5.03	.73	97	-1.936	161	.055
CWD	4.88	.87	66	5.15	.72	97	-2.212	161	.028*
UDO	4.93	.69	66	5.20	.57	97	-2.696	161	.008**

Group 1 = Didn't attend any international event; Group 2 = Attended at least one international event in the last three years; DOC = Diversity of Contact; RA = Relativistic Appreciation; CWD = Comfort with Difference; UDO = Universal-diverse Orientation; \*  $p < .05$ ; \*\*  $p < .01$

#### Testing of Hypothesis 4

The relationship between visitors' UDO scores and their cultural interest was investigated using the Pearson product-moment correlation coefficient. There was a strong, positive correlation between the two variables,  $r = .51$ ,  $n = 176$ ,  $p < .001$ , with high levels of cultural interest associated with high levels of UDO scores. Also, the Pearson correlation coefficient is positive on each subscale: Diversity of Contact ( $r = .55$ ,  $p < .001$ ), Relativistic Appreciation ( $r = .38$ ,  $p < .001$ ), and Comfort with Difference ( $r = .44$ ,  $p < .001$ ) respectively (Table 9).

Table 9

*Correlations among UDO Full Score and Subscale Scores with Cultural Interest*

Scale	Cultural Interest
Cultural Interest	—
DOC	.547**
RA	.380**
CWD	.437**
UDO	.510**

DOC = Diversity of Contact; RA = Relativistic Appreciation; CWD = Comfort with Difference; UDO = Universal-diverse Orientation; \*\*  $p < .01$  (two-tailed).

### Testing of Hypothesis 5

An independent samples t-test was conducted to examine whether there was a significant difference between respondents who had traveled overseas (Group 1, N=140, 80%) and those who had never traveled overseas (Group 2, N=36, 20%). There was no significant difference in UDO scores for group 1 ( $M = 5.09$ ,  $SD = .64$ ) and group 2 ( $M = 5.12$ ,  $SD = .61$ ;  $t = -.231$ ,  $df = 174$   $p = .817$ , two-tailed). There were also no significant differences in the three subscales: Diversity of Contact ( $p = .742$ ), Relativistic Appreciation ( $p = .929$ ), and Comfort with Difference ( $p = .469$ ) (Table 10).

Table 10

*Results of T-tests and Descriptive Statistics of UDO Full Scores and Subscale Scores by Oversea Travel Experience*

Outcome	Group						t	df	Sig. (2-tailed)
	Group 1			Group 2					
	M	SD	n	M	SD	n			
DOC	5.30	.62	140	5.26	.64	36	.330	174	.742
RA	4.96	.76	140	4.97	.73	36	-.090	174	.929
CWD	5.01	.81	140	5.12	.75	36	-.726	174	.469
UDO	5.09	.64	140	5.12	.61	36	-.231	174	.817

Group 1 = Have traveled overseas; Group 2 = Never traveled overseas; DOC = Diversity of Contact; RA = Relativistic Appreciation; CWD = Comfort with Difference; UDO = Universal-diverse Orientation

### Testing of Hypothesis 6

A multiple linear regression was calculated to predict visitors' intention to travel overseas after attending this festival based upon their average UDO scores, visitation frequency and stay-time at the event. In conducting the regression analysis, the variable of "Overseas travel intention" served as the dependent variable, while three factors (UDO scores, visitation frequency and stay-time at the event) were used as the independent variables. Preliminary analyses were performed to ensure there was no violation of the assumption of normality, linearity and multicollinearity. As illustrated in



Table 11, a significant regression equation was found ( $F = 18.74$ ,  $p < .0001$ ), with an  $R^2$  of .252, which means that 25.2% of the total variance in the dependent variable can be explained by the variables in the model. The degree of variable collinearity is considered acceptable with the variance inflation (VIF) less than 10. Visitors' intention to travel is equal to  $.889 + .709 (\text{UDO}) - .005 (\text{visitation frequency}) - .066 (\text{stay-time at the event})$ .

Table 11  
*Overseas Travel Intention after Attending the Festival*

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	30.946	3	10.315	18.740	.000
Residual	85.318	155	.550		
Total	116.264	158			

$R = .516$ ,  $R^2 = .266$ , Adjusted  $R^2 = .252$

Variables in the Equation:

Variable	B	Beta	t	Sig.
(Constant)	.899		1.867	.064
UDO	.709	.530	7.421	.000
Stay-time	-.066	-.162	-2.216	.028
VF	-.005	-.022	-.305	.761

Dependent Variable: Overseas travel intention after attending the festival

## Chapter Five

### DISCUSSIONS, CONCLUSIONS, AND RECOMMENDATIONS

#### Discussions

Using a quantitative approach, this paper explored the 2014 Indy International Festival visitors' attitudes toward diverse cultures and compared the differences between groups in relation to their visitation frequencies to this particular festival, past experiences in participating in international events, and overseas travel experiences. In addition, the relationship between stay-time at the event, personal cultural interest and attitude scores were tested. Moreover, overseas travel intentions after attending this event were analyzed.

Demographic data revealed several items worthy of note. The previous cultural event study concluded that gender, age, education, and income are some of the personal characteristics that have influence on motivations to attend multicultural festivals (Tkaczynski & Toh, 2014). In this research, respondents were near equally distributed across each gender, with 82 male (47.1%) and 92 female (52.9%). Although the proportion of gender difference is not large here, it is obvious that females are more likely to be drawn into cultural events. Over half of the respondents were among the ages of 18 to 30 (56.4%). 151 respondents (88.8%) indicated that they had either some college education or a post-graduate degree. These two demographic factors indicated that the majority of visitors were highly educated young adults. It indicated that cultural events are more attractive to visitors who have high educational backgrounds. The findings showed the annual household income of respondents were between the range of \$25,001 to \$50,000 (31.4%) and \$50,001 to \$100,000 (33.3%). Although it was concluded in

other research that income was an indicator influencing visitors' decision to attend cultural events (Tkaczynski & Toh, 2014), it is uncertain whether those with high or low income would participate in cultural events more often. More research needs to be done in order to find the rationale of this argument. Based on the record of United States Census Bureau (2014), more than 80% of Indiana residents were Caucasian and only 2.1% were Asians/Pacific Islanders. The result of this research included 65.3% Caucasian respondents and 17.3% Asians and Pacific Islanders respondents. The reason why the high percentage of Asians/Pacific Islanders attended this festival may be caused by their cultures represented at the festival. Those whose cultures have presented would feel connection and have a sense of cultural self-esteem (Huang & Lee, 2015).

The scale that tested visitors' attitudes in this study was adapted from M-GUDS, Short Form (Fuertes, et al., 2000). Findings suggested the scale has good reliability and validity and can be used successfully to measure visitors' attitudes toward diverse cultures in the festival setting. The average score of all respondents was 5.1 on the 6-point Likert type scale. Visitors as a whole had high attitude scores. The average score of three subscales were 5.29 (Diversity of Contact), 4.96 (Relativistic Appreciation), and 5.03 (Comfort with Difference) respectively. The mean scores of each item were between 4.9 to 5.39. The item with the highest score was "Makes me more interested in trying different foods from other countries (Diversity of Contact)" (5.39). On the other hand, the item with the lowest score was "Teaches me more things that I could not learn elsewhere (Relativistic Appreciation)" (4.90). Respondents' attitude scores on the subscale of Diversity of Contact were comparatively higher than the other two subscales. It revealed that this festival successfully created a comfortable interaction environment

for visitors to learn and to try new things from different cultures. However, the scores on the subscale of Relativistic Appreciation were lower; this doesn't mean that the festival is not helpful in this aspect of attitudes. The results may be affected by how the researcher stated the questions and respondents' understanding of it.

In order to answer the research questions, six hypotheses were analyzed. Differences were found between first-time visitors (51.7%) and repeat visitors (48.3%). Repeat visitors have higher attitude scores ( $M = 5.24$ ) than first visitors ( $M = 4.96$ ) as well as on each subscale. In addition, stay-time at the event was positive and significantly correlated to visitors' attitude scores ( $r = .22$ ,  $p = .003$ ). It is said that the more time spent at the festival and the more often visitors come, the better understanding of cultural differences (Falk, 1982). The Indy International Festival has a different theme for each year. For example, the theme of 2014 was traditional costume and 2015 was music. With longer period of exploration and involvement in the festival, visitors developed more in-depth understanding and appreciation for different cultures.

Concluded from several motivation studies, cultural exploration was identified as the most important motivation to attend multicultural festivals (Crompton & McKay, 1997; Chang, 2006; Lee, et al., 2012). The findings of this study showed that visitors' cultural interest in visiting ethnic festivals and museums was positive and significantly correlated to visitors' attitude scores ( $r = .51$ ,  $p < .001$ ). Differences were also found between those who had participated in international events in the last three years than those who hadn't. Those who have participated in international events in the last three years have higher attitude scores ( $M = 5.20$ ) than those who haven't participated in any international events ( $M = 4.93$ ). It indicated that people who have interest in cultures

would pay more attention to cultural events and their attitudes toward diversity are likely more positive than those who don't have interest in cultures. Significant results also showed on two subscales: Diversity of Contact and Comfort with Difference, excluding the subscale of Relativistic Appreciation. The reason why Relativistic Appreciation is not significant for this particular group may be because those who have interest in cultures already have basic understanding of diverse cultures from their past experiences. They don't necessary expect this particular festival can teach them something they cannot learn elsewhere. Compared with their past experiences, this festival wasn't really beneficial on the aspect of Relativistic Appreciation.

In this study, visitors were asked about their overseas travel experience and were divided into two groups, one who had overseas travel experience, the other who hadn't traveled overseas. It was assumed that positive attitudes toward diverse cultures would be stronger after attending this festival in those with overseas travel experience than those who don't have the experience. However, there was no significant difference on UDO scores between those who have overseas travel experience ( $M = 5.09$ ) and those who haven't ( $M = 5.12$ ). One possible reason for there being no statistical significance may lie in the small size of the never been overseas group. In the present study, only 36 participants (20%) have never traveled overseas. Moreover, another possible reason may be that this festival doesn't give them much more to see than their experience in other countries. Therefore, it is unable to find a definitive answer from this study. Finally, this study analyzed if attending this festival could increase visitors' overseas travel intention. A significant regression was found ( $F = 18.74$ ,  $p < .0001$ ), with an  $R^2$  of .252. Visitors' intention to travel is equal to  $.889 + .709 (\text{UDO}) - .005 (\text{visitation frequency}) - .066 (\text{stay-}$

time at the event). However, only 25.2% of the total variance is explained by the predicting model, there may be some other related and important variables that weren't included in the study which should be further explored in the future studies.

### Conclusions

The aim of the study was to find out if attending international festivals can improve visitors' attitudes toward diverse cultures. Several practical implications of the study could be useful to event organizers and even other multicultural organizations or communities hosting multicultural festivals. The findings of the study reflect that Indiana residents who attended this international festival have high attitude scores. Those who have high educational background may have encountered people from different ethnic groups in school or in the workplace. Their educational path gives them more opportunities to interact with different cultures and it makes them have different perspective on cultural diversity. Moreover, for those who have interest in cultural events and museums, their motivation in attending the festival was more purposeful. They only seek specific exhibits that interest them. If the festival can meet their needs, they will stay longer and perhaps come visit again. International festivals play an important role in cultivating visitors' awareness, acceptance, and appreciative attitudes toward diverse cultures; understanding the levels of attitudes reveals the importance international events can have, and suggests how better to organize festivals for various groups of visitors.

This research has produced some significant findings. However, it is not without its limitations. The Indy International Festival is positioning itself to be the largest ethnic celebration in Indiana. While they are eager to promote cultural diversity in the city, it is

difficult to evaluate if the festival is delivering their message to the visitors. Therefore, this study provides useful information of visitors' profile. With the visitors' profile information, it would be easier to find target groups and consider ways to keep the groups the festival already have and attract different types of groups at the same time. Furthermore, without knowing visitor' attitudes toward diverse cultures before attending the festival, it's difficult to know if visitors' attitudes have changed because of the festival. In order to have an anticipated outcome, this study should be replicated each year at the festival.

### Recommendations

Since it was a preliminary test on attitudes in the festival setting, further research is needed to explore nuances of this study. The study could be replicated with a different group of visitors who go to the same event to determine if the results are similar. Since the Indy International Festival, where this study was conducted, is an annual local event in Indianapolis, a replication of the current study that compares various groups of visitors for each year would be powerful. A focus could be on exploring issues of age differences, racial differences, educational differences, etc. Additionally, comparing the results of the visitors' attitudes with other cultural events assessments would be useful. Other cultural events have equal contribution to promote diversity. Yet, too many similar activities and events may spread the crowd. If public sectors can integrate resources of local communities and organizations to utilize and share resources effectively, the contribution of cultural events would be more notable.

A central focus of this research addresses the missions of many multicultural events: to display cultural and ethnic diversity, increase communication, and encourage

cultural exchange. As is evident in this research, a well-designed international festival could be an effective instrument. In an era of globalization, multicultural events must make a large impact for the society. Event organizers must find ways to develop educational, interactive, and amusing activities and programs for local communities to embrace similarities and differences in our society.



## Appendix A

### PARTICIPANT INFORMATION SHEET

INDIANA UNIVERSITY PURDUE UNIVERSITY INDIANAPOLIS (IUPUI)

### STUDY INFORMATION SHEET FOR

Cultural Diversity Awareness of Visitors at 2014 Indy International Festival

You are invited to participate in a research study of cultural diversity awareness of visitors at 2014 Indy International Festival. You were selected as a possible subject because you are participant at the Festival and also Indiana Resident. We ask that you read this form and ask any questions you may have before agreeing to be in the study.

#### **STUDY PURPOSE**

The purpose of this study is to find out the relationship between International Festival attendees, and their attitude of awareness and acceptance of other culture. Moreover, we expected that individuals who have attended cultural events or have the experience of traveling overseas might not only have the awareness of cultural similarities and differences but also have the appreciation and comfort with people having different cultural background.

#### **PROCEDURES FOR THE STUDY:**

If you agree to be in the study, you will be asked to complete a pen and paper survey. It will take approximately 5 minutes to complete the survey. Participation in this study is voluntary and anonymous. If they agree to participate and change their mind while completing the survey, their survey will be returned to them or destroyed.

#### **CONFIDENTIALITY**

Identifiers will not be used in this study. All participant responses will remain confidential and raw data will only be made available to persons conducting the study and the IUPUI Institutional Review Board or its designees. No reference will be made in verbal or written materials that could link individual participants to the study as only aggregate level data will be reported. Completed surveys will be destroyed a year upon completion of the study.

#### **PAYMENT**

There are no costs associated with taking part in the study. You will not receive payment for taking part in this study.

**CONTACTS FOR QUESTIONS OR PROBLEMS**

For questions about the study, contact the researcher Yung-Tsen Chu at xxx-xxx-xxxx or [chuyung@iupui.edu](mailto:chuyung@iupui.edu)

For questions about your rights as a research participant or to discuss problems, complaints or concerns about a research study, or to obtain information, or offer input, contact the IU Human Subjects Office at (317) 278-3458 or [for Indianapolis] or (812) 856-4242 [for Bloomington] or (800) 696-2949.

**VOLUNTARY NATURE OF STUDY**

Taking part in this study is voluntary. You may choose not to take part or may leave the study at any time. Leaving the study will not result in any penalty or loss of benefits to which you are entitled. Your decision whether or not to participate in this study will not affect your current or future relations with IUPUI.

## Appendix B

**2014 Indy International Festival Survey**

**The purpose of this study is to investigate festival visitors' awareness, appreciation, and comfort with diverse culture and ethnic groups.** Your input is extremely important to us, and you should be Indiana residents at age 18 or older to participate. This survey may take 2-3 minutes, which is voluntary and anonymous. For more information please contact Jamie Chu, [chuyung@iupui.edu](mailto:chuyung@iupui.edu).

**Part A:** The following statements are about the enhancement of awareness, appreciation, and comfort with diverse culture. Please **CIRCLE** the most appropriate number.

<b>Attending the Indy International Festival:</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Disagree a Little Bit</b>	<b>Agree a Little Bit</b>	<b>Agree</b>	<b>Strongly Agree</b>
Helps me know more people from different countries.	1	2	3	4	5	6
Makes me more interested in trying different foods from other countries.	1	2	3	4	5	6
Makes me more interested in learning about different cultures.	1	2	3	4	5	6
Teaches me more things that I could not learn elsewhere.	1	2	3	4	5	6
Helps me best understand someone by knowing how he/she is similar to and different from me.	1	2	3	4	5	6
Increases my self-understanding by knowing other people's cultural background.	1	2	3	4	5	6
Makes me feel a sense of kinship with persons from different ethnic group.	1	2	3	4	5	6
Makes me become comfortable getting to know people from different countries.	1	2	3	4	5	6
Makes me become more empathetic after knowing more people of different races.	1	2	3	4	5	6

**Please continue to Part B & C**

**Part B: Please check ☒ the appropriate box or fill in the blanks.**

1. Is it your first time attending the Indy International Festival?  
☐ Yes      ☐ No  
 If no, how many times have you attended before? \_\_\_\_\_
2. How long have/will you stay at this event: \_\_\_\_\_ hours
3. How many other international events have you attended in the last 3 years?  
 \_\_\_\_\_
4. To what extent do you agree that you like to attend heritage and ethnic festivals?  
☐ Strongly Disagree   ☐ Disagree   ☐ Neutral   ☐ Agree   ☐ Strongly Agree
5. To what extent do you agree that you like to visit ethnic and cultural museums?  
☐ Strongly Disagree   ☐ Disagree   ☐ Neutral   ☐ Agree   ☐ Strongly Agree
6. To what extent do you agree that you like to travel overseas?  
☐ Strongly Disagree   ☐ Disagree   ☐ Neutral   ☐ Agree   ☐ Strongly Agree
7. To what extent do you agree that attending this festival makes you want to travel overseas?  
☐ Strongly Disagree   ☐ Disagree   ☐ Neutral   ☐ Agree   ☐ Strongly Agree
8. Have you ever visited other countries?  
☐ Yes   ☐ No  
 If YES, how many countries in the past 3 years? \_\_\_\_\_
9. Can you list the countries that you have visited in the last 3 years?  
 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_  
 4) \_\_\_\_\_ 5) \_\_\_\_\_
10. How many friends or relatives who maintain a distinctive non-American culture or heritage do you have?  
☐ None   ☐ Small number   ☐ Moderate number   ☐ Large number
11. Could you list top three countries you would most like to visit?  
 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

**Part C: Please check ☒ the appropriate box or fill in the blanks.**

1. Gender: ☐ Male      ☐ Female
2. Age: \_\_\_\_\_ years
3. Marital status: ☐ Single      ☐ Married      ☐ Divorced/Separated      ☐ Widowed
4. Race: ☐ Caucasian      ☐ African American      ☐ Hispanic      ☐ Asian/Pacific Islander  
☐ Native American/ American Indian      ☐ Others \_\_\_\_\_
5. Education: ☐ lower than high school      ☐ High school      ☐ College      ☐ Post-graduate
6. Annual household Income before taxes:  
☐ Less than \$25,000      ☐ \$25,000 to \$50,000      ☐ \$50,001 to \$100,000  
☐ more than \$100,000
7. Employment status: ☐ Employed      ☐ Unemployed      ☐ Retired      ☐ Others: \_\_\_\_\_
8. Residence Zip Code \_\_\_\_\_

## Appendix C

### The Miville-Guzman Universality-Diversity Scale-Short Form

#### Diversity of Contact

1. I would like to join an organization that emphasizes getting to know people from different countries.
2. I would like to go to dances that feature music from other countries.
3. I often listen to the music of other cultures.
4. I am interested in learning about the many cultures that have existed in this world.
5. I attend events where I might get to know people from different racial backgrounds.

#### Relativistic Appreciation

1. Persons with disabilities can teach me things I could not learn elsewhere.
2. I can best understand someone after I get to know how he/she is both similar and different from me.
3. Knowing how a person differs from me greatly enhances our friendship.
4. In getting to know someone, I like knowing both how he/she differs from me and is similar to me.
5. Knowing about the different experiences of other people helps me understand my own problems better.

#### Comfort With Differences

1. Getting to know someone of another race is generally an uncomfortable experience for me.

2. I am only at ease with people of my own race.
3. It's really hard for me to feel close to a person from another race.
4. It is very important that a friend agrees with me on most issues.
5. I often feel irritated by persons of a different race.

## REFERENCES

- Allport, G. W. (1954). *The nature of prejudice*. Cambridge, MA: Addison-Wesley Pub.
- Berry, J. W. (2005). Acculturation: Living successfully in two cultures. *International journal of intercultural relations*, 29(6), 697-712.
- Chang, J. (2006). Segmenting tourists to aboriginal cultural festivals: An example in the Rukai tribal area, Taiwan. *Tourism Management*, 27(6), 1224-1234.
- Crompton, J. L., & McKay, S. L. (1997). Motives of visitors attending festival events. *Annals of tourism research*, 24(2), 425-439.
- Duffy, M. (2005). Performing identity within a multicultural framework. *Social & Cultural Geography*, 6(5), 677-692.
- Falk, J. H. (1982). The use of time as a measure of visitor behavior and exhibit effectiveness. *Roundtable Reports*, 7(4), 10-13.
- Falk, J. H., & Foutz, S. (2007). *In principle, in practice: Museums as learning institutions*. Rowman Altamira.
- Fuertes, J. N., Miville, M. L., Mohr, J. J., Sedlacek, W. E., & Gretchen, D. (2000). Factor structure and short form of the Miville-Guzman Universality-Diversity Scale. *Measurement and Evaluation in Counseling and Development*, 33(3), 157.
- Huang, S., & Lee, I. S. (2015). Motivations for attending a multicultural festival: visitor ethnicity matters. *Anatolia*, 26(1), 92-95.
- Kim, S., Savinovic, A., & Brown, S. (2013). Visitors' Motivations in Attending an Ethnic Minority Cultural Festival: A Case Study of the Fešta Croatian Food and Wine Festival, South Australia. *Event Management*, 17(4), 349-359.
- Lee, C. K., Lee, Y. K., & Wicks, B. E. (2004). Segmentation of festival motivation by nationality and satisfaction. *Tourism management*, 25(1), 61-70.
- Lee, I. S., Arcodia, C., & Lee, T. J. (2012). Key characteristics of multicultural festivals: A critical review of the literature. *Event Management*, 16(1), 93-101.
- Li, X., & Petrick, J. F. (2006). A review of festival and event motivation studies. *Event Management*, 9(4), 239-245.
- Lord, B. (Ed.). (2007). *The manual of museum learning*. Rowman Altamira.
- McClinchey, K. A. (2008). Urban ethnic festivals, neighborhoods, and the multiple realities of marketing place. *Journal of travel & tourism marketing*, 25(3-4), 251-264.

- Miville, M. L., Gelso, C. J., Pannu, R., Liu, W., Touradji, P., Holloway, P., & Fuertes, J. (1999). Appreciating similarities and valuing differences: The Miville-Guzman Universality-Diversity Scale. *Journal of Counseling Psychology*, 46(3), 291.
- Nicholson, R. E., & Pearce, D. G. (2001). Why do people attend events: A comparative analysis of visitor motivations at four South Island events. *Journal of Travel Research*, 39(4), 449-460.
- Shani, A., Rivera, M. A., & Hara, T. (2009, June). Assessing the viability of repeat visitors to cultural events: Evidence from the Zora! Festival. In *Journal of Convention & Event Tourism* (Vol. 10, No. 2, pp. 89-104). Taylor & Francis Group.
- Soren, B. J. (2009). Museum experiences that change visitors. *Museum Management and Curatorship*, 24(3), 233-251.
- Sunny Lee, I., Arcodia, C., & Jeonglyeol Lee, T. (2012). Multicultural festivals: a niche tourism product in South Korea. *Tourism Review*, 67(1), 34-41.
- Tkaczynski, A., & Toh, Z. H. (2014). Segmentation of visitors attending a multicultural festival: an Australian Scoping Study. *Scandinavian Journal of Hospitality and Tourism*, 14(3), 296-314.
- Uysal, M., Gahan, L., & Martin, B. S. (1993). An examination of event motivations: a case study. *Festival Management & Event Tourism*, 1(1), 5-10.
- Vontress, C. E. (1979). Cross-Cultural Counseling: An Existential Approach. *Personnel & Guidance Journal*, 58(2).
- Wamwara-Mbugua, L. W., & Cornwell, T. B. (2009). Visitor motivation to attending international festivals. *Event Management*, 13(4), 277-286.
- Wooten, M. H., & Norman, W. C. (2007). Differences in arts festival visitors based on level of past experience. *Event Management*, 11(3), 109-120.
- Zukin, S. (1998). Urban lifestyles: diversity and standardisation in spaces of consumption. *Urban studies*, 35(5/6), 825.



## CURRICULUM VITAE

Yung-Tsen Chu

### EDUCATION

Masters of Science, Department of Event Tourism Indiana University, Indianapolis, Indiana (IUPUI)	May 2016
Certificate of Biblical Studies, Word of Life Bible Institute, Florida, USA	August 2011
Bachelor of Art in Public Administration, Tunghai University, Taichung, Taiwan	June 2007

### ACADEMIC APPOINTMENTS

August 2013 – May 2015	Graduate Research Assistant, Department of Tourism, Conventions, and Event Management, School of Physical Education and Tourism Management, Indiana University- Purdue University, Indianapolis, Indiana. <ul style="list-style-type: none"><li>• Event journal articles collecting and sourcing</li><li>• Special projects</li></ul>
------------------------	--

### POSTER PRESENTATION

King, C., & Chu, J. (October 2014). “What Indianapolis Museum Visitors Value.”  
Proceedings of the 33rd International Society of Travel and Tourism Educators Annual  
Conference, St Louis, MO.

### PROFESSIONAL ORGANIZATIONS

August 2014 - May 2015	President	Taiwanese Students Association (TSA) IUPUI
August 2014 - May 2015	Board Member	Taiwanese American Association Indianapolis (TAAI)

## PROFESSIONAL EXPERIENCE

- |                            |  |   |
|----------------------------|--|---|
| January 2013 – June 2013   | The Gideons International National Headquarters,<br>Taichung, Taiwan | <ul style="list-style-type: none"><li>• Interpreted oral presentations at leaders' conferences</li><li>• Established and managed the membership database</li><li>• Organized meetings, set agendas, and contacted members constantly</li></ul>                        |
| September 2011 – June 2012 | Changhua County Ershuei Junior High School,<br>Changhua, Taiwan      | <ul style="list-style-type: none"><li>• Taught Geography, Home Economics, Health Education, Counseling, and Performing Arts courses.</li><li>• Supported school administration</li><li>• Involved with After School Alternative Program in teaching English</li></ul> |
| July 2008 – January 2009   | International College Program Walt Disney World,<br>Florida, USA     | <ul style="list-style-type: none"><li>• Offered product information to customers</li><li>• Maintained a sufficient stock of merchandise</li></ul>   |

## HONORS AND AWARDS

- |   |   |      |
|---|---|------|
| Counselor of the Week   | Word of Life Florida Youth Camp<br>Florida, USA | 2011 |
| Great Service Fanatic   | Walt Disney World<br>Florida, USA               | 2008 |
| Student Labor Program Award<br>(Top 10 percent of student labors) | Tunghai University<br>Taichung, Taiwan          | 2004 |